



Two-day National Workshop on
COMPETITIVE INTELLIGENCE
THROUGH INFORMATION HARVESTING
2-3 December, 2019

at
Shamirpet Campus, Hyderabad



Sponsored by



**Indian Council of Social Science Research (ICSSR),
New Delhi**

Workshop Convener
Dr. G. Venkata Nagaiah

Introduction

Information that was once a scarce resource is all pervasive and has now become more than a challenge to manage. Today's information professionals and teachers catering to the future managers, have to re-learn their information skills on sourcing, retrieving, evaluation, beyond what a layperson can from the public domain.

Competitive Intelligence (CI) is systematic creation of databases and selective dissemination of knowledge derived through identification, extraction, and analysis of relevant information. CI involves systematic processes that produce relevant and timely information to help decision makers to take advantage of the emerging opportunities and challenges. The core competencies required for information professionals in competitive intelligence sourcing and disseminating are as follows:

- Understanding the competitive intelligence process,
- Ability to collect and analyze related information
- Ability to use information techniques in ICT environment,
- Understanding information management skills.

Objectives of the workshop

The workshop has the following objectives:

1. Introduce the concept of Competitive Intelligence and its importance,
2. Increase information resource awareness,
3. Teach the nuance of information retrieval techniques, both from public domain sources and restricted databases,
4. Explore statistical and business databases for harnessing competitive intelligence.

Target participants

This programme is primarily targeted to the Faculty / Research Scholars from Management Schools and Library Informational Professionals.

Resource persons

The resource persons for the Workshop include information professionals, management teachers, and business managers.

Programme Dates

2 - 3 December, 2019

How to apply

Interested candidates can send email to the Convener

library@ipeindia.org / venkatanagaiah@ipeindia.org

The Last Date for receipt of the application: 14th November, 2019,

The selected candidate would be intimated through e-mail.

Registration Fee

There is no Registration fee for participation.

Accommodation

Limited accommodation will be provided on a first-cum-first served basis.

Certificate of Participation

IPE issues a certificate of participation along with a group photo of participants on the concluding day of the programme.

Venue

Institute of Public Enterprise, Shamirpet Campus, Hyderabad.

About IPE

The Institute of Public Enterprise (IPE) is a non-profit educational society established in 1964. It is devoted to Education, Training, Research and Consultancy for business enterprises in the public and private sector. IPE is a premier B-School and is recognized as a "Center of Excellence", by the Indian Council for Social Science Research (Ministry of HRD, Government of India) for doctoral studies. It is also recognized by nine universities in India for guidance of PhD scholars. It has developed strong linkages with industry and academic institutions and is the founder member of the Association of Indian Management Schools (AIMS). It is also a member of Confederation of Indian Industry (CII) and Computer Society of India (CSI).

Directors Profile

Prof. R.K. Mishra is the Senior Professor & Director of IPE is a graduate of International Management Program, SDA Bocconi, Milan, Italy. He has been a fellow British Council and Common Wealth Secretariat. He is a member of the UN task force on International Taskforce on Standard of Excellence in Public Administration and Education. He has also been a researcher for Planning Commission, Finance Commission, Prime Ministers Economic Advisory council and OECD and used analytics in various forms. The Institute is governed by a body of eminent professionals, academics and administration with Mr. K. Madhava Rao, IAS (Retd), as the President.

For further information contact



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